MEDIA FACTSHEET

Moments of Life Initiative Begins with Supporting Every Young Child

The Government is committed to improving the lives of Singaporeans by leveraging technology as the enabler. We aim to give our citizens a more seamless and convenient experience when transacting with Government digital services.

2   The Moments of Life (MOL) initiative – one of Smart Nation's five strategic national projects – is our first step towards delivering integrated services and information that citizens need, when they need it, all through a single platform.

3   Of all the key life moments, one significant milestone is when parents with newborns or young children have to adjust their lifestyles or make important decisions for their children's well-being. The first Moments of Life (MOL) initiative that will be implemented will focus on proactively supporting families with children aged 6 and below by bundling streamlined services and information.

Support for Every Young Child on One Digital Platform

4   From June 2018, the pilot **MOL (Families) app** will be rolled out to support every young child from birth. Parents with children aged 6 and below can use this one-stop, convenient option to seamlessly access the following services:

- Registering a child's birth online for the first time ever (for citizens who have their child in the public hospitals, namely the KK Women's and Children's Hospital, the Singapore General Hospital and the National University Hospital);
- Submitting a single online form to apply for Baby Bonus together with the birth registration;
- Searching for and indicating interest to be waitlisted for suitable preschool facilities through the use of geolocation technology, with accompanying information on school fees and vacancies;
- Locating Baby Bonus Approved Institutions by category using geolocation technology; and
- Accessing a child's medical appointments and immunisation records.

[See Annex A for more details]

5   The MOL (Families) app is also intended to be a one-stop repository of credible and up-to-date Government content on applicable schemes and benefits, related general information and events, as well as customised recommendations. As such, it will be useful to parents-to-be and caregivers as well. At their point of need, users can access the following content:

- Available Government schemes and benefits for parents with young children; and
- Evidence-based parenting information.

Implementation

6   In the pilot phase, the MOL (Families) app will feature the applicable services by the Ministry of Social and Family Development (MSF), the Immigration & Checkpoints Authority (ICA), the Early Childhood Development Agency (ECDA), and the Health Promotion Board (HPB).

7   We hope that Singaporeans who are starting a family, as well as those with young children aged 6 and below, will download and use the MOL (Families) app once it is available from June 2018. We will provide more details closer to this date.

8   The app was developed based on insights gathered through citizen engagement sessions to identify and better understand parents' challenges and needs at different key moments. Based on user feedback and suggestions, we will progressively enhance and expand the suite of services and information available on the app for parents with young children.

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Key Features of MOL (Families) App

Available for download: From June 2018

Services/Info Include	Who can use the service?	Remarks

Online Birth Registration	• At least one parent is Singaporean.
	• Both parents must have a Singpass/MyInfo account.
	• The couple has registered their marriage in Singapore.
	• Child is born in:
	  o KK Women's and Children's Hospital;
	  o National University Hospital; or
	  o Singapore General Hospital
		• NEW service
		• Parents are still required to collect the birth certificate in person.
		• Birth registration will be completed only after the birth certificate is collected.

Joint application for the Baby Bonus with the online birth registration	Parents who fulfil same requirements for online birth registration.	The Baby Bonus application will be processed **only after** the birth certificate has been collected in person, i.e. the birth registration is completed.
Searching for suitable preschool facilities and Baby Bonus Approved Institutions	• All users	The geolocation capability within the app will be an enhancement over the current search functions on ECDA and Baby Bonus' webpages respectively. *Vacancy information displayed is an indication of estimated waiting time and not representative of the actual number of places available at each centre.* Register Waitlist webform in ECDA can now be pre-populated with data from MyInfo. As per the current process, the childcare centres will contact parents directly for actual placement of the child. Parents will also be expected to contact kindergartens directly for placement.

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Retrieve and view a child's medical appointments and immunisation records	• Parents who have SingPass accounts	Parents are required to access Health Hub to make any changes to their appointments.
Packaged information and events	• Any user who downloads the app can access the information without the need to login via Singpass	Build up user profile in-app to customise recommendations tailored to the individual user.